MULTIMEDIA COMMUNICATIONS STANDARDS

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MISSION

*To improve student achievement and educator effectiveness by ensuring opportunities,
facilitating learning, and promoting excellence*

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ACKNOWLEDGEMENTS

The development of Nevada career and technical standards and assessments is a collaborative effort sponsored by the Office of Career Readiness, Adult Learning & Education Options at the Department of Education and the Career and Technical Education Consortium of States. The Department of Education relies on teachers and industry representatives who have the technical expertise and teaching experience to develop standards and performance indicators that truly measure student skill attainment. Most important, however, is recognition of the time, expertise and great diligence provided by the writing team members in developing the career and technical standards for Multimedia Communications.

STANDARDS DEVELOPMENT MEMBERS

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BUSINESS AND INDUSTRY VALIDATION

All CTE standards developed through the Nevada Department of Education are validated by business and industry through one or more of the following processes: (1) the standards are developed by a team consisting of business and industry representatives; or (2) a separate review panel was coordinated with industry experts to ensure the standards include the proper content; or (3) the adoption of nationally-recognized standards endorsed by business and industry.

The Multimedia Communications standards were validated through a complete review by an industry panel.

PROJECT COORDINATOR

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INTRODUCTION

The standards in this document are designed to clearly state what the student should know and be able to do upon completion of an advanced high school Multimedia Communications program. These standards are designed for a three-credit course sequence that prepares the student for a technical assessment directly aligned to the standards.

These exit-level standards are designed for the student to complete all standards through their completion of a program of study. These standards are intended to guide curriculum objectives for a program of study.

The standards are organized as follows:

Content Standards are general statements that identify major areas of knowledge, understanding, and the skills students are expected to learn in key subject and career areas by the end of the program.

Performance Standards follow each content standard. Performance standards identify the more specific components of each content standard and define the expected abilities of students within each content standard.

Performance Indicators are very specific criteria statements for determining whether a student meets the performance standard. Performance indicators may also be used as learning outcomes, which teachers can identify as they plan their program learning objectives.

The crosswalk and alignment section of the document shows where the performance indicators support the Nevada Academic Content Standards. Where correlation with an academic content standard exists, students in the Multimedia Communications program perform learning activities that support, either directly or indirectly, achievement of the academic content standards that are listed.

All students are encouraged to participate in the career and technical student organization (CTSO) that relates to the Multimedia Communications program. CTSOs are co-curricular national organizations that directly reinforce learning in the CTE classroom through curriculum resources, competitive events, and leadership development. CTSOs provide students the ability to apply academic and technical knowledge, develop communication and teamwork skills, and cultivate leadership skills to ensure college and career readiness.

The Employability Skills for Career Readiness identify the "soft skills" needed to be successful in all careers, and must be taught as an integrated component of all CTE course sequences. These standards are available in a separate document.

The **Standards Reference Code** is only used to identify or align performance indicators listed in the standards to daily lesson plans, curriculum documents, or national standards.

Program Name: Multimedia Communications   Standards Reference Code: **MMC**

Example: MMC.2.3.4

Standards	Content Standard	Performance Standard	Performance Indicator
Multimedia Communications	2	3	4

CONTENT STANDARD 1.0 : ELEMENTS AND PRINCIPLES OF DESIGN AND COMPOSITION

PERFORMANCE STANDARD 1.1 : DESCRIBE ELEMENTS AND PRINCIPLES OF DESIGN

1.1.1 Analyze the applications of color, line, shape, texture, size, and value in samples of work

1.1.2 Explain the elements of design

1.1.3 Analyze the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity

1.1.4 Describe the principles of design through various drawing techniques

1.1.5 Analyze guidelines for composition (simplicity, rule of thirds, point of view, focal point, proportion/scale, exposure, and framing)

1.1.6 Demonstrate guidelines for composition

1.1.7 Use critical thinking skills to describe, interpret, analyze, and make judgments about composition

PERFORMANCE STANDARD 1.2 : EXPLAIN COMPOSITION

1.2.1 Discuss text, fonts, colors, title safe area, lower thirds, and placement

1.2.2 Enhance a project using appropriate graphics

1.2.3 Enhance a project using appropriate visual effects (picture-in-picture, motion graphics, etc.)

1.2.4 Evaluate possible shooting locations for a project (sound, lighting, environment, etc.)

1.2.5 Create and incorporate titles and other graphics in a production

CONTENT STANDARD 2.0 :   **MEDIA PLATFORMS (PHOTOGRAPHY, GRAPHIC DESIGN, AUDIO, VIDEO, WEB, LIVE EVENTS)**

PERFORMANCE STANDARD 2.1 :   **DEMONSTRATE KNOWLEDGE OF THE TRENDS OF MULTIMEDIA COMMUNICATIONS**

2.1.1   Research the major technological developments as related to multimedia communications

2.1.2   Describe the past, present, and future of multimedia communications

2.1.3   Identify eras in art history as applicable to art, media, design, architecture, etc.

2.1.4   Identify the major organizations/institutions involved with the multimedia communications industry

PERFORMANCE STANDARD 2.2 :   **IDENTIFY THE VARIOUS COMPONENTS OF MULTIMEDIA COMMUNICATIONS**

2.2.1   Describe considerations for communications at live events

2.2.2   Explain the role of news stories and reporting

2.2.3   Discuss the use of mobile applications as a communications tool

2.2.4   Analyze the use of websites and online integrations

2.2.5   Compare communications used in advertising and promotional campaigns

2.2.6   Explain uses of social media platforms

CONTENT STANDARD 3.0 :   **LEGAL AND ETHICAL ISSUES IN PROJECT DEVELOPMENT**

PERFORMANCE STANDARD 3.1 :   **EXPLAIN LEGAL AND ETHICAL ISSUES FOR PROJECT DEVELOPMENT**

3.1.1	Explain and practice the proper use of release forms
3.1.2	Describe elements of a business contract
3.1.3	Research the purpose of non-disclosure agreements (NDAs)
3.1.4	Practice ethical and legal use of social media and online platforms
3.1.5	Debate the concept of censorship
3.1.6	Identify types of disabilities that should be considered when designing content

PERFORMANCE STANDARD 3.2 :   **EXPLAIN THE LEGAL AND ETHICAL USE OF CONTENT**

3.2.1	Describe ethical issues related to image manipulation
3.2.2	Debate the fair-use law
3.2.3	Explain libel, slander, privacy, and copyright laws
3.2.4	Describe methods used to protect intellectual property, copyrights, trademarks, etc.
3.2.5	Explain legal and ethical acquisition and use of materials, giving attribution using established methods
3.2.6	Define terms applicable to ethics and laws (plagiarism, copyright law, libel, slander, etc.)

PERFORMANCE STANDARD 3.3 :   **UNDERSTAND LEGAL AND ETHICAL ISSUES AS IT RELATES TO THE WORKPLACE ENVIRONMENT**

3.3.1	Describe and analyze ethics related issues in the workplace environment
3.3.2	Compare and contrast security measures taken in various formats and/or workplace environment
3.3.3	Discuss the impact of bias in the workplace
3.3.4	Explain technology related security issues in the workplace environment

CONTENT STANDARD 4.0 : PROPER USE OF PRODUCTION TOOLS AND TECHNIQUES

PERFORMANCE STANDARD 4.1 : DEMONSTRATE EFFECTIVE USE OF CAMERA EQUIPMENT

4.1.1 Compare and contrast various camera types

4.1.2 Define camera settings (ISO, aperture, and shutter speed)

4.1.3 Describe and utilize the basic elements of exposure

4.1.4 Describe lenses, accessories, and their functions

4.1.5 Demonstrate the functions and uses of camera mounting devices (tripods, Steadicam, etc.)

4.1.6 Demonstrate adjustments of focal length and shutter speed

4.1.7 Describe and utilize the basic elements of exposure (ISO, aperture, and shutter speed)

4.1.8 Discuss how to set up and execute a multi-camera shoot for various settings (conference, sporting event, live performance, streaming, etc.)

4.1.9 Troubleshoot and resolve routing and connectivity issues

PERFORMANCE STANDARD 4.2 : DEMONSTRATE PROPER USE OF LIGHTING EQUIPMENT

4.2.1 Utilize various light sources (natural light, diffusers, reflectors, portable lights, etc.) and white balance

4.2.2 Describe the purpose of light meters

4.2.3 Demonstrate one, two, and three point lighting techniques

4.2.4 Use lighting for Chroma key techniques for compositing (green screen, virtual sets, weather maps, etc.)

4.2.5 Adjust angle and intensity of lighting sources to emphasize mood, look, or design

PERFORMANCE STANDARD 4.3 : DEMONSTRATE PROPER USE OF AUDIO EQUIPMENT

4.3.1 Compare and contrast the types, uses, and pick-up patterns of various microphones

4.3.2 Demonstrate proper placement of microphones for effective audio

4.3.3 Connect microphone(s) to various audio equipment using the proper cables and/or adapters

4.3.4 Execute different methods of gathering sound (room tone, sound effects, dialogue, etc.)

4.3.5 Evaluate shooting locations for audio quality (sound, environment, etc.)

4.3.6 Adjust audio levels for single or multiple inputs

PERFORMANCE STANDARD 4.4 : PRACTICE PRODUCTION, PLANNING, AND EXECUTION

4.4.1 Research, discuss, and demonstrate various production types

4.4.2 Design a workflow and pre-production plan

4.4.3 Implement production plan

4.4.4 Perform field production jobs to include camera, lighting, and sound technician

4.4.5 Understand the value of the production team and individual roles

4.4.6 Utilize production techniques to meet post-production content needs

4.4.7 Identify proper post-production media output format based on proposed use (.jpg, .mov, .pdf, etc.)

4.4.8 Manage proper media storage and file structure

4.4.9 Produce a prerecorded and a live video to meet an intended message and audience

CONTENT STANDARD 5.0 : MARKETING CONCEPTS

PERFORMANCE STANDARD 5.1 : UNDERSTAND UTILIZATION OF MARKETING INFORMATION SYSTEMS

5.1.1 Create a marketing plan and budget

5.1.2 Describe the need for marketing information

5.1.3 Demonstrate research techniques used in marketing

5.1.4 Utilize market research to determine target market and genre

5.1.5 Explain the use of search engine optimization (SEO) tactics for digital marketing

5.1.6 Examine media analytics

5.1.7 Create keywords and descriptions (meta tags) to be utilized in web content for search engine optimization (SEO)

PERFORMANCE STANDARD 5.2 : DEMONSTRATE THE NATURE AND SCOPE OF ADVERTISING

5.2.1 Define advertising

5.2.2 Analyze the cost and benefit of various forms of advertising

5.2.3 Describe components of a marketing campaign

5.2.4 Explain the nature of digital advertising (texting, gaming, virtual worlds, banner ads, pop-up ads, native advertising, pay-per-click ads, search engine optimization (SEO) consideration, etc.)

PERFORMANCE STANDARD 5.3 : DEMONSTRATE COMPREHENSION OF BRANDING AND TARGET MARKETING

5.3.1 Define and explore target markets

5.3.2 Select strategies for maintaining and building fan support

5.3.3 Explain public relations and its relationship with customers, media, and government officials

5.3.4 Describe the use of crisis management in public relations

5.3.5 Analyze customers' buying motives and decisions as they relate to a target market

5.3.6 Explain the need to build a product or service brand

5.3.7 Analyze the key factors in building clientele

5.3.8 Categorize publicity as positive or negative and explain its effects on a business

5.3.9 Compare and contrast the differences between employee, customer, and community relations

5.3.10 Explain the role of customer service in positioning, imaging, and social media

5.3.11 Develop a media guide

PERFORMANCE STANDARD 5.4 :   COMPREHENSION OF SOCIAL MEDIA MANAGEMENT
5.4.1   Explain usage and purpose of different social media platforms
5.4.2   Develop a social media campaign
5.4.3   Define elements and format specifications needed for various platforms
5.4.4   Discuss impact of emerging trends in technology and social media
5.4.5   Compare and use social media schedulers and management tools for consistency
5.4.6   Integrate a method to measure results with analytic tools
5.4.7   Identify key influencers and followers to help shape future iterations

CONTENT STANDARD 6.0 : PROFESSIONAL COMMUNICATION

PERFORMANCE STANDARD 6.1 :   **EVALUATE INFORMATION FROM VARIOUS SOURCES**

    6.1.1   Describe the process of gathering factual information

    6.1.2   Identify resources to conduct valid research

    6.1.3   Accurately attribute all sources correctly

    6.1.4   Practice proper interview techniques

    6.1.5   Select interviewee(s) and location appropriate for the topic

    6.1.6   Contact interviewee(s) and schedule interview(s)

    6.1.7   Recognize the differences between biased and unbiased questions and answers

    6.1.8   Develop open-ended questions to elicit in-depth responses

    6.1.9   Improvise questions based on the interviewee's responses

PERFORMANCE STANDARD 6.2 :   **EFFECTIVELY WRITING CONTENT FOR MULTIMEDIA COMMUNICATION**

    6.2.1   Create stories that contain a logical beginning, middle, and end

    6.2.2   Determine appropriate writing formats for various industries and context

    6.2.3   Write scripts that convey a variety of desired story elements (leads, VO, SOT, VO/SOT, news package, etc.)

    6.2.4   Develop storyboards and scriptwriting for effective preproduction and visualization

PERFORMANCE STANDARD 6.3 :   **DEMONSTRATE EFFECTIVE VERBAL COMMUNICATION TECHNIQUES**

    6.3.1   Develop proper presentation techniques for appropriate media communication

    6.3.2   Critique various styles of delivering information

    6.3.3   Conduct a client briefing

    6.3.4   Develop proper speaking techniques for appropriate media communication

    6.3.5   Discuss and differentiate voice, tone, and style as it applies to presentations

CONTENT STANDARD 7.0 :   CONTENT CREATION

PERFORMANCE STANDARD 7.1 :   DEMONSTRATE EFFECTIVE WEBSITE DEVELOPMENT

7.1.1   Demonstrate basic HTML and block-coded web development tools

7.1.2   Generate project ideas through the use of thumbnails, roughs, mock-ups, wireframes, etc.

7.1.3   Optimize websites for compliance, readability, and accessibility

7.1.4   Compare and contrast web vs mobile applications

7.1.5   Develop user interface based on desired outcome

7.1.6   Monitor validity of hyperlinks

7.1.7   Identify content management systems (CMS) (Word Press, Joomla, etc.)

7.1.8   Integrate social media platforms

7.1.9   Discuss Search Engine Optimization (SEO) and analytics

7.1.10   Evaluate and revise products based on critiques

PERFORMANCE STANDARD 7.2 :   DEMONSTRATE EFFECTIVE GRAPHIC LAYOUT AND DESIGN TECHNIQUES

7.2.1   Create various print/digital publications using industry appropriate software (newsletters, certificates, brochures, and flyers)

7.2.2   Create tables, charts, and graphs to depict information

7.2.3   Evaluate color, text, and layout

7.2.4   Apply image sizing, cropping, orientation, and resolution adjustment

7.2.5   Discuss text, fonts, colors, title safe area, lower thirds, and placement

7.2.6   Apply effective use of negative space, composition, message structure, graphics, etc.

7.2.7   Evaluate and revise products based on critiques

PERFORMANCE STANDARD 7.3 :   DEMONSTRATE EFFECTIVE AUDIO/VISUAL TECHNIQUES

7.3.1   Create various motion media projects using industry appropriate software

7.3.2   Explain the impact of editing on continuity, performance, and emphasis

7.3.3   Apply the principles of editing to a production project

7.3.5   Adjust audio levels for single or multiple tracks

7.3.6   Discuss the importance of sound editing (sound effects, Foley, room tone, etc.) segment

7.3.7   Discuss export options relative to usage

7.3.8   Generate various audio/visual productions

7.3.9   Evaluate and revise products based on critiques

PERFORMANCE STANDARD 7.4 :   DEMONSTRATE PHOTOGRAPHY TECHNIQUES

7.4.1   Create various photography projects using industry appropriate software

7.4.2   Demonstrate digital asset input and management

7.4.3   Demonstrate editing techniques

7.4.4   Demonstrate effective output techniques

CONTENT STANDARD 8.0 : CAREER EXPLORATION AND BUSINESS SKILLS

PERFORMANCE STANDARD 8.1 : PREPARE AND EXPLORE CAREER OPPORTUNITIES

8.1.1   Develop, maintain, and update portfolios and resumes

8.1.2   Research job opportunities using skills in multimedia

PERFORMANCE STANDARD 8.2 : APPLY WORKPLACE SKILLS TO PRODUCTION PROJECTS

8.2.1   Identify and locate all safety equipment in media labs and on location (first aid kit, fire extinguisher, etc.)

8.2.2   Practice time management in order to meet production deadlines

8.2.3   Conduct peer and self-evaluations using rubrics

8.2.4   Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate criticism

8.2.5   Understand and demonstrate effective application processes

8.2.6   Research and practice various interview methods

PERFORMANCE STANDARD 8.3: EXPLAIN BUSINESS CONCEPTS

8.3.1   Discuss the qualities of responsible business ownership

8.3.2   Research opportunities for remote workers, freelancers, etc.

8.3.3   Understand the value of your services

8.3.4   Analyze and explain corporate structure

8.3.5   Analyze and demonstrate entrepreneurship